

Active Women has engaged almost 30,000 women to date and is having a positive impact but reaching the target groups and retention are proving difficult

Detailed findings

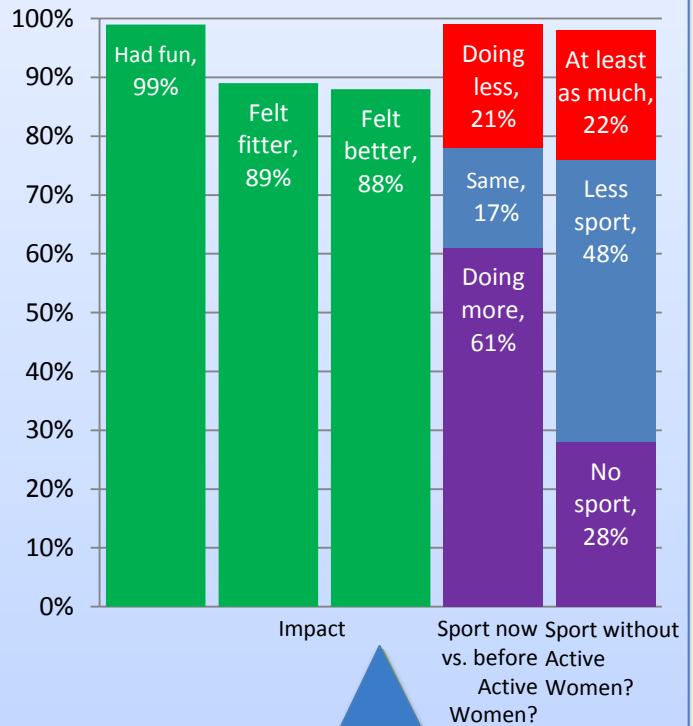
In January 2011 20 applicants were awarded £7.5m of revenue funding for projects targeting women in disadvantaged communities or women caring for children.

Monitoring data

- **Participants:** The 16 projects that have completed a year of delivery and provided participant figures reported 27,562 participants (99% of target).
- **Women from deprived areas:** The 14 projects that have provided year 1 figures reported 4,322 participants from deprived areas (57% of target).
- **Women caring for children:** The 11 projects that have provided year 1 figures reported 4,147 participants with child caring responsibilities (65% of target).
- **Throughput:** The 9 projects that have provided year 1 throughput figures reported 33,658 attendances (42% of target).

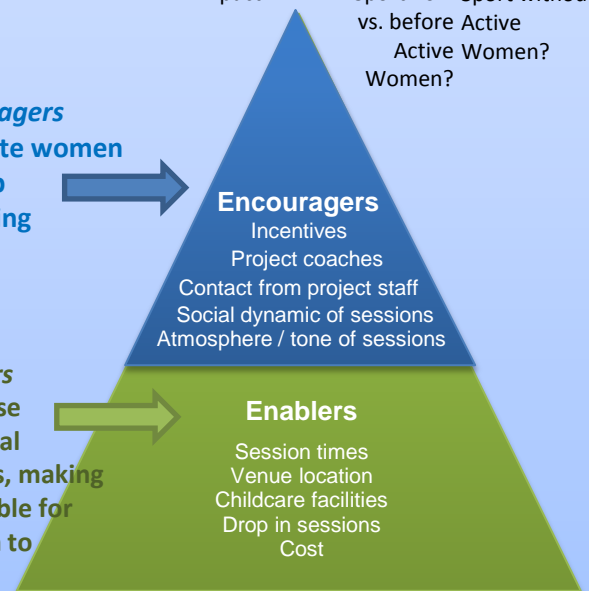
Impact

- Six in ten (63%) women that responded to a participant survey were doing more sport than they had been doing before their involvement with the AW project.
- Nearly one in three (28%) women felt they would not have done any sport without the AW project and a further half (48%) say they would have done less sport.
- Participants were very positive about the softer impacts of their sessions: nearly all (99%) had fun, while 89% felt fitter and 88% felt better about themselves.



Encouragers
motivate women to keep attending

Enablers
minimise potential barriers, making it possible for women to attend



What we did

- We commissioned IFF to evaluate the Active Women programme.
- The first interim evaluation report covers the period from January 2011 to June 2012.

Further information

- The full report is available from the [Evaluation](#) section of the Sport England website.